



RED, Inc. Communications
Contract Information for GS-23F-0119R
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu-driven database system.

The internet address for *GSA Advantage!* is: GSAAAdvantage.gov.

Schedule Title: Advertising & Integrated Marketing Solutions

FSC Group: 541

Awarded SINS: **GS-23F-0119R**

541-3 - Web-Based Marketing Services
541-3RC - Disaster Purchasing Program
541-4B Video/Film Production
541-4BRC - Disaster Purchasing Program
541-4E - Commercial Photography Services
541-4ERC - Disaster Purchasing Program
541-4F - Commercial Art and Graphics Design
Services
541-4FRC - Disaster Purchasing Program
541-1000 - ODC
541-1000RC - Disaster Purchasing Program

Contract Number: GS-23F-0119R

Contract Period: *For more information on ordering from Federal Supply Schedules click on the FSS Schedules at fss.gsa.gov.*
February 28, 2015 to February 27, 2020

Contractor Name: RED, Inc. Communications

Address: 510 Energy Drive, Idaho Falls, Idaho 83401
(Headquarters)
P.O. Box 3067 Idaho Falls, Idaho 83403

Phone Number: 208-528-0051 (Idaho Falls, ID Office)

Fax Number: 208-528-0059 (Idaho Falls, ID Office)

Web Site: www.redinc.com

Contact for Contract Administration: Linda Keele

Business Size: Women-owned, small, disadvantaged business

Maximum Order: \$1,000,000

Minimum Order: \$100

Geographic Coverage: Domestic Delivery Only

Points of Production: Idaho Falls, Bonneville County, Idaho; Las Vegas, Clark County, Nevada; Boise, Ada County, Idaho; Reno, Washoe County, Nevada; Albuquerque, New Mexico; Livermore, California;

Discount from List Prices: To Be Negotiated

Quantity Discounts: Such discounts will be negotiated at the task order level.

Prompt Payment Terms: 10 days, 1%, Net 30

Notification the Government Purchase Cards at or below micro-purchase threshold: Yes

Notification the Government Purchase Cards above the micro-purchase threshold: Yes

Foreign Items: Not Applicable

Time of Delivery: To be negotiated at the task order level.

Expedited Delivery: Items available for expedited delivery are noted in this price list

Overnight and 2-day Delivery: To be negotiated at the task order level.

Urgent Requirements: Agencies can contact RED, Inc. to obtain faster delivery.

FOB: Destination

Ordering Address: 510 Energy Drive, Idaho Falls, Idaho 83401

Order Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs), and a sample BPS can be found at the GSA/FSS schedule homepage fss.gsa.gov/schedules

Payment Address: P.O. Box 3067, Idaho Falls, Idaho 83403

Warranty Provision: Not Applicable

Export Packing Charges: Not Applicable

Terms and Conditions of Government Purchase Card Acceptance: Not Applicable

Terms and Conditions of Rental Maintenance, and Repair: Not Applicable

Terms and Conditions of Installations: Not Applicable

Terms and Conditions of Repair Parts: Not Applicable

Terms and Conditions for Any Other Services: Not Applicable

List of Service and Distribution Points: Not Applicable

List of Participating Dealers: Not Applicable

Preventative Maintenance: Not Applicable

Special Attributes: Section 508 Compliant

(Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. Refer to www.redinc.com for further details.)

DUNS Number: 930192786

Notification regarding registration in CCR database: Active and Current

RED, Inc. Communications Job Titles

Job Title	GSA Price plus IFF
Web Designer	\$44.33
Videographer	\$81.36
Communications Specialist	\$49.77
Photographer	\$85.64
Sr. Graphic Designer	\$47.10
Graphic Designer	\$38.79
Jr. Art Director	\$52.24
Illustrator	\$47.10
Account Coordinator	\$55.67
Media Buyer	\$42.82
Web Programmer	\$95.72

RED, Inc. Communications Job Descriptions

for Newly Requested Positions

Account Coordinator – Responsible for media tracking, Web research, crafting materials, general office and client support. Tasks may also include coordinating event logistics, assembling press kits, training kits or other related material. Must have proficiency in contributing ideas to projects, making recommendations to project lead on how to improve the project, working in a team environment to effectively complete scope of work in accordance with contract, demonstrating ability to successfully move into problem-solving mode when challenges or concerns arise, respecting colleagues at all levels, calling on clients to ensure they are happy with the service and products, and coordinating planning meetings. Must have a bachelors degree and 5 years full-time office experience, knowledge of current events, excellent written and oral communication skills, proven ability to meet deadlines and manage multiple projects.

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Media Buyer: work closely with media planners. Media buying and planning activities may be combined in one role. Typical work activities include: working on a range of client accounts at the same time, often juggling various projects and deadlines; identifying the target audience for a particular media campaign and deciding how best to communicate to that audience; keeping up to date with industry research figures, including distribution figures (newspapers and magazines) and audience figures (TV and radio); monitoring buying strategies; liaising and building relationships with clients and media sales companies; negotiating with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising; liaising with media sales people to adjust media schedules in response to audience figures; booking individual media spots, pages, posters, internet banners, broadcast adverts, etc.; ensuring that the adverts run accurately so the desired media message is seen and heard by consumers; client reporting and budget management, including preparing costings for clients and producing spending updates throughout the campaign; collecting and analyzing sales and consumer data; undertaking research using a wide range of specialist media resources; monitoring the effectiveness of the campaign - this data may also be used to monitor future campaigns; supporting the media manager and other colleagues.

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Web Programmer: Work on projects including web-based applications, website enhancements, desktop applications, database-backed websites and automation of web administration processes. Work within a team environment to address the programming

needs of Visionary Web clients. Participate in processes concerning the architecture of new applications to meet client needs. Code web pages utilizing XHTML and CSS. Following industry standards. Work in several programming languages including, XML, SQL, PHP, VB, Perl, ASP, Python, Java, JavaScript, and C++, as well as combinations of languages such as AJAX. Work in several development frameworks including .NET, Ruby on Rails, Smarty, and PEAR. Work with a variety of database systems including MySQL, PostgreSQL, SQL Server, and Microsoft Access among others. Work within a variety of database frameworks including ODBC and ADO. Responsible for working on multiple projects simultaneously as directed by management. Reviews, analyzes and modifies programming-related systems including documenting, designing, developing, testing, monitoring, and maintaining programs as specified by management. Create modules and features for Open Source and proprietary software packages. Interact with servers using FTP, Telnet, and SSH protocols. Participate in review and company meetings concerning projects and programs. Document work-time and processes as specified by management. Responsible for meeting set goals and deadlines as determined by management. Provide solutions and exceed expectations of Visionary Web clients and management. Communicate effectively with clients in a courteous and respectful manner.

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Illustrator: Develops drawings of outer designs of products, complementing engineering, marketing, production and sales projects. Must be familiar with a variety of the field's concepts, practices, and procedures. Must rely on experience and judgment to plan and accomplish goals. Perform a variety of complicated graphic tasks. Must direct and lead the work of other illustrators. Must show a wide degree of creativity and be willing to push the graphics envelope. Themes illustrated can be concrete in nature or represent ideas and abstract concepts, expanded to interpret publications, charts, posters or exhibit in which they appear. Prepares illustrations designed to reproduce the appearance of specific scientific specimens or pieces of technical equipment. Must have a Bachelor's Degree in related areas of study and at least six years of experience in graphic design or illustrations design. At a minimum the artist must be able to do the following:

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Jr. Art Director: Produce and design all types of artwork; Develop concepts and produce brochures, flyers, and reports for printing in single and multiple colors. Formulate basic layout design or presentation approach, and specify material details, such as style and size of type, photographs, graphics, animation, video and sound. Work with Art Director to review and approve proofs of printed copy and art and copy materials developed by staff members. Manage own accounts and projects, working within budget and scheduling requirements. Present final design layouts to clients for approval. Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques. Work with creative directors to develop design solutions. Attend photo shoots and printing sessions to ensure that the products needed are obtained. Create custom illustrations or other graphic elements. Mark up, paste, and complete layouts, and write typography instructions to prepare materials for typesetting or printing. Negotiate with [printers](#) and estimators to determine what services will be performed. Conceptualize and help design interfaces for multimedia games, products and devices. Prepare detailed storyboards showing sequence and timing of story development for television production. Requires a bachelor degree and five years relevant experience.

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Sr. Graphic Designer: Plans, directs, and coordinates all art actives on the project. Works with marketing to design commercials, catalogs, brochures, etc. Responsible for preparing reports concerning productivity, changes to workflow, and other factors that affect the artistic quality of the product. Requires a Bachelor's Degree and at least eight years experience in the field and be familiar with a variety of artistic concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Typically leads artistic oriented projects. Prepare artwork for the production of presentations, illustrations, posters, displays, etc. Prepare color separation and finished mechanicals, full knowledge of print process, and the proper set-up of camera-ready files being set for printer. Must have a complete understanding of the industry-standard graphic practices. Be able to work with minimal supervision and direct other artists in day-to-day workload assignments. Must have a strong working knowledge of Adobe Creative Suite, Quark X-press, PhotoShop, etc.

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Photographer: undertake whatever photographic work the organization requires. This can include pictures for internal newsletters or published magazines, portraits of senior staff members for annual reports and other corporate publicity, and pictures for the organization's website. May provide suitable photographs for external media, e.g. the relevant trade press. Typical

work activities include: taking photographs of people, plants, products, locations, social events and buildings – any pictures which reflect some aspects of an organization's services, past successes and future plans; working closely with public relations and marketing staff to understand the message they want their images to convey; being quick to establish a good rapport with a wide range of staff - a photo session could interrupt a chief executive's busy day; applying creativity and imagination - no business wants its publicity to look exactly the same as its major competitors.

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RED, Inc. Communications Job Descriptions

For Existing Positions

Web Designer – Responsible for creating the look and feel on Web pages for client's Web site. Develops a graphic design that effectively communicates the ideas being promoted by the Web site. Will take part in the initial planning of the Web site, meeting with the client to discuss ideas for the layout and organization, and types of color. Individual is responsible for collecting text documents and images that will appear on the page. This requires mastery of HTML and current HTML extensions. This individual should have an understanding of software functionality and graphic design skills to create effective Web sites. The individual must be familiar with issues of browser / server compatibility, including which browsers and servers work well together and which do not. Must have strong verbal and communication skills, work well under the pressure of tight deadlines and changing specifications. This position requires a BFA in graphic design, fine arts, or publishing. Must have training in Dreamweaver, Photoshop, Adobe Illustrator, Flash, XML-based web applications and programming, XHTML programming, and other applicable web development languages and technologies.

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Communications Specialist (Writer): Must have extensive background in writing and editing of technical and commercial documentation. Must have a complete understanding of language grammatical standards as well as sentence structure requirements for this type of writing. Must have document review process experience, which includes draft review, review comments, comment resolution, draft updating, and final document development. Must be qualified to lead a document development effort from the initial inception of the document to the final publication of the final product. Must have a general background where one develops, writes, and edits material for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications. Must be able to study blueprints, sketches, drawings, specifications, mockups, and product samples to integrate and delineate technology, operating procedures, production sequence details.

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Graphic Designer: Plans, directs, and coordinates all art activities on the project. Works with marketing to design commercials, catalogs, brochures, etc. Responsible for preparing reports concerning productivity, changes to workflow, and other factors that affect the artistic quality of the product. Requires a Bachelor's Degree and at least five years experience in the field and be familiar with a variety of artistic concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Typically leads artistic oriented projects. Prepare artwork for the production of presentations, illustrations, posters, displays, etc. Prepare color separation and finished mechanicals, full knowledge of print process, and the proper set-up of camera-ready files being set for printer. Must have a complete understanding of the industry-standard graphic practices. Be able to work with minimal supervision and direct other artists in day-to-day workload assignments. Must have a strong working knowledge of Adobe Creative Suite, Quark X-press, PhotoShop, etc.

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Videographer: Coordinate and participate in a variety of complex, technical tasks related to the operation of video and equipment, including but not limited to, filming and editing complete projects and providing backup to the Television Engineer, Chief. Edit recorded video and/or audio tape per client or project director instructions; may involve a rough edit of a linear event for approval or one-on-one editing with client identifying each edit point. Coordinate audiovisual equipment from client contact to delivered equipment or service; schedule and operate all types of audiovisual equipment in multiple locations; maintain records for work performed and billing purposes.

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ABOUT RED, INC.

If you are looking for top quality written and visual communications services, think RED, Inc.

Since opening our doors in 1993, RED, Inc. has assembled a team of exceptional talent by bringing together the best writers, editors, designers, word processors, desktop publishers, and project managers, all with extensive experience in government and commercial work.

We approach business as an on-going collaboration with our clients, and strive to build long-term relationships. As a single subcontractor, RED, Inc. can operate as an independent service, enhancing client solutions, or as an integrated approach, supplementing internal resources. We take the daunting task of costly recruiting and training off your hands and provide you with highly-skilled and committed communications professionals.

At RED, Inc. we match project-specific skills with client assignments, bringing immediate and efficient results. In turn, our dedicated full-time employees have the advantage of enjoying the variety, challenge, and choices of diverse assignments while accomplishing career goals and objectives.

RED, Inc. has the staff, facilities, and resources to support both long or short duration projects at competitive rates. Our staff utilizes proven processes to effectively manage task order contracts, ensuring project success and quality assurance. We are dedicated to fostering a team environment, providing quality products, and delivering projects on schedule.

RED, Inc.
COMMUNICATIONS

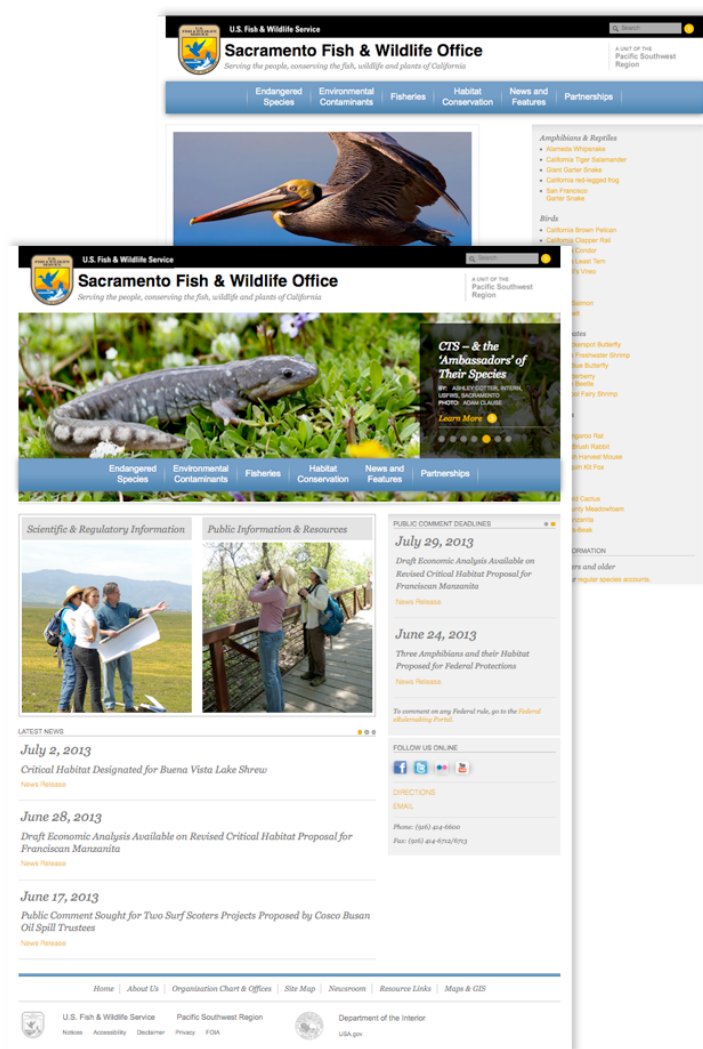
WEBSITE DEVELOPMENT EXAMPLES

WEBSITE REDESIGN

Sacramento Fish and Wildlife

<http://www.fws.gov/sacramento/>

Contact: Sarah Swenty, 916-414-6571

**EASTERN IDAHO TECHNICAL COLLEGE WEBSITE**

<http://www.eitc.edu>

Contact: Todd Wightman, 208-524-3000



GOVERNMENT DOCUMENT EXAMPLES

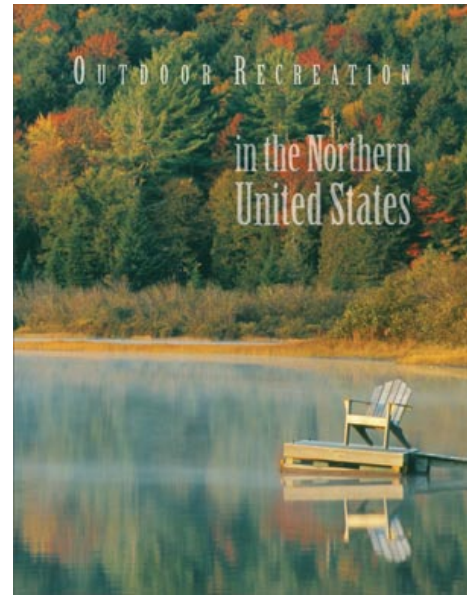
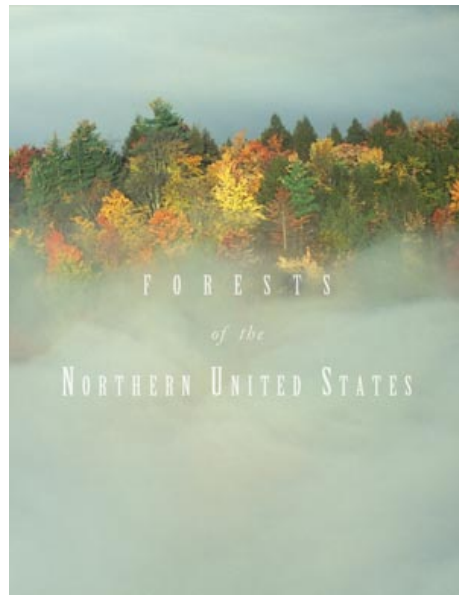
NORTHERN RESEARCH STATION

U.S. Forest Service

Contact: Susan Wright, 740-368-0123

Forests of the Northern United States ([PDF](#))

Forests of the Northern United States, Outdoor Recreation ([PDF](#))



PHOTOGRAPHY EXAMPLES

IDAHO PACIFIC COLLATERAL

Idaho Pacific

Contact: Jon Schode

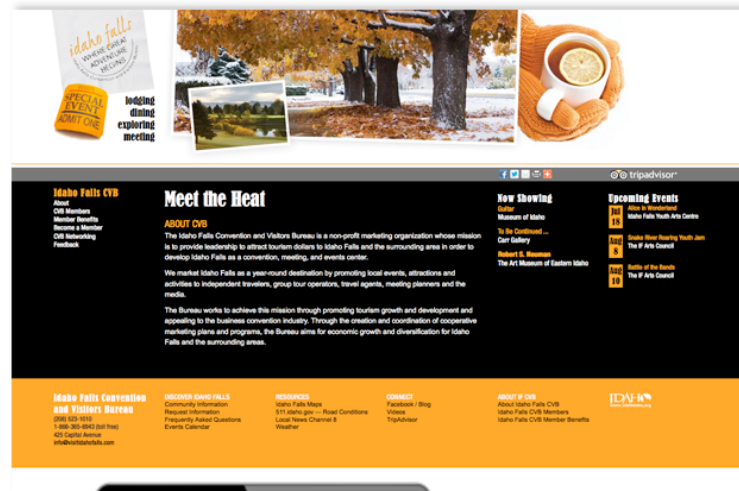


GRAPHIC DESIGN EXAMPLES

TOURISM MARKETING CAMPAIGN

Idaho Falls Convention and Visitors Bureau

Contact: Michelle Holt, 208-523-1010



The CVB website is being developed but can be viewed at <http://www.visitidahofalls.com>

The CVB is an organization committed to attracting visitors to Idaho Falls and the surrounding area. RED, Inc. Communications has worked with CVB for numerous years, producing various printed materials and advertising campaigns. When approached with this project, our goal was to provide CVB with a user-friendly website filled with pertinent information based on their recent brochure and billboard campaign and revenue options.

Before developing the CVB site map, our team researched over a 100 CVB sites evaluating content, appeal and organization. At this time, our designers created a functional interface allowing visitors access to information and other key elements, like reserving hotel rooms or meeting facilities, as well as giving the CVB advertising options. These options included: 1. Banner ads,

linking visitors to the advertiser's website and information, and 2. Utilizing the CVB website design, the advertiser may purchase a page with a custom photo, description and contact information. The website was also produced using templates and style sheets allowing multiple designers and programmers to work on the project without losing design integrity.

The CVB also needed to maintain the website in-house. Our programmers produced secure, simple databases accessible by username and password only, giving the CVB ability to add or delete information for restaurants, hotels, activities, events, weddings and many other categories. Our programmers and designers work with different platforms and browsers, ensuring viewer compatibility.

LOGO DESIGN SAMPLES



Snake River Territory
Convention and Visitors Bureau

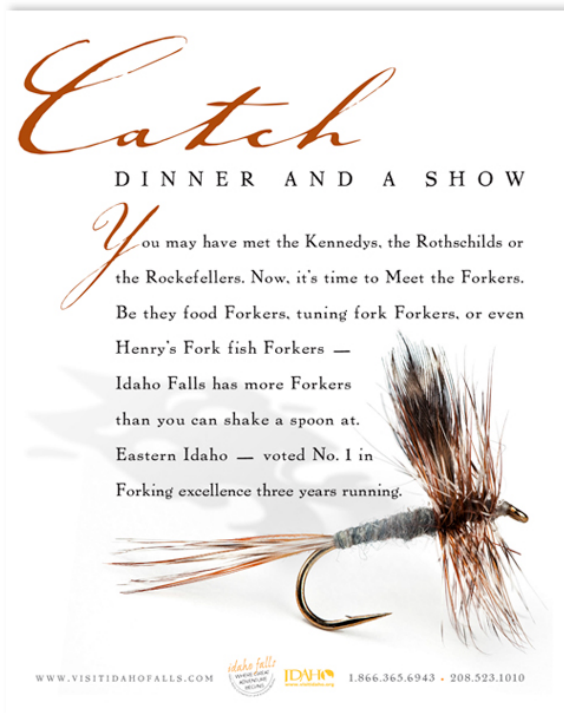


AWARDS**2013 Summit Gold Award**

Museum of Idaho Exhibition – Carousels: The Art and History in Motion

**2013 Summit Gold Award**

Idaho Falls Convention and Visitors Bureau – "Meet the Forkers" Copywriting

**2013 Communicator Award of Distinction**

Idaho State University – Instructional Videos

2012 Summit Silver Award

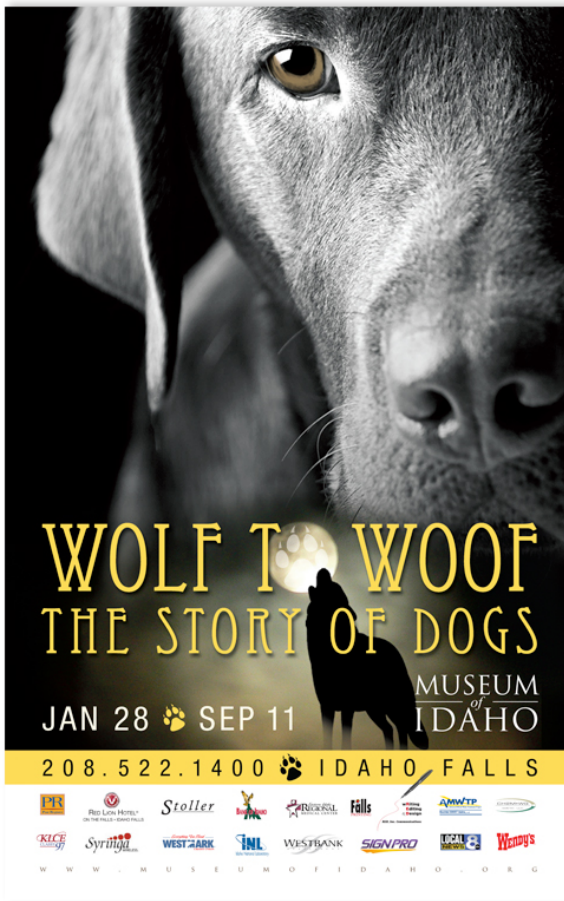
Idaho Falls Youth Hockey Association – "Raise the Roof" Fundraising Brochure

2012 Summit Silver Award

Idaho Falls Convention and Visitors Bureau – All in a Day's Play Campaign

2012 Summit Bronze Award

Museum of Idaho Exhibition – Wolf to Woof: A Story of Dogs



2011 Summit Silver Award

Museum of Idaho Exhibition – A Grateful Nation: A Look Back at WWII



2008 Summit Gold Award

Vertical Limit Logo and Brand Development



2008 Summit Bronze Award
Las Cruces Logo and Brand Development



2008 W3 Silver Award
<http://www.eddylsrproject.com/>
Website design for the Eddy Gulch LSR Project Environmental Impact Statement



2007 Summit Bronze Award

State of Nevada Prenatal Campaign "Forty weeks. Nine months. One chance."

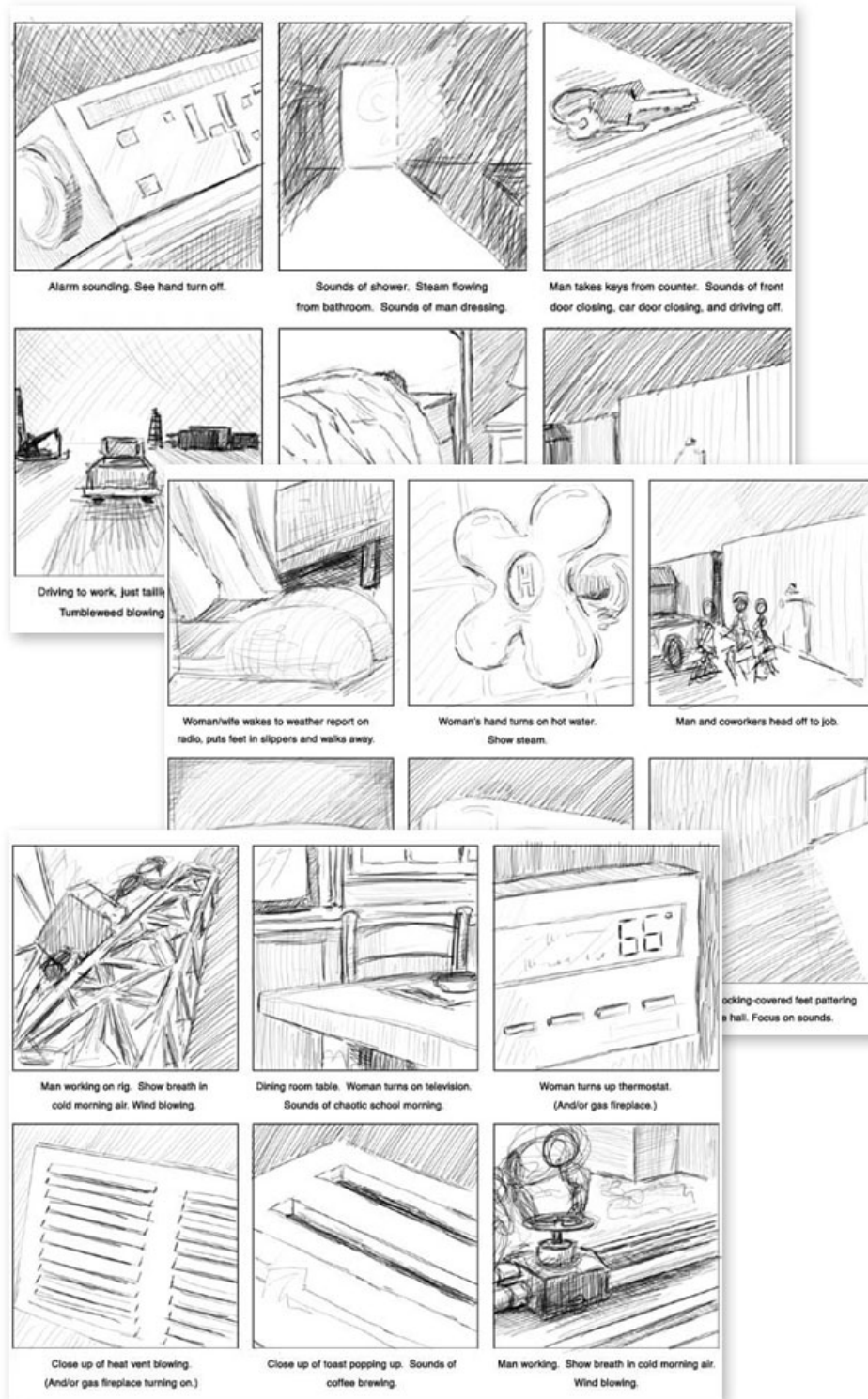


MULTIMEDIA EXAMPLES

2013 Communicator Award of Distinction for Instructional Videos

Client: Idaho State University

- Smart Grid (mp4) 28M
- Electrical Substations (mp4) 19M
- Electrical Grid (mp4) 15M
- Geothermal Heat Pump (mp4) 24M



Above is the illustration boards for the RMOTC commercial.

2005 Videographer Award "Award of Excellence"
for Rocky Mountain Oilfield Testing Center Commercial
 Client: Rocky Mountain Oilfield Testing Center

RMOTC 1.7M

2005 Videographer Award "Honorable Mention"
for the Robert W and Bernice Ingalls Staton Tribute

Client: Staton Foundation

Staton Foundation 17.2M

CLIENTS

Ascendant Engineering & Safety Solutions, LLC	SAIC/TRW
Lockheed Martin	Sandia National Laboratories
Bechtel BWXT Idaho, LLC	Science Applications International Corporation
Bechtel Nevada	Social Security Administration
Bechtel SAIC LLC Company	State of Idaho
British Nuclear Fuels	U.S. Department of Defense
CH2M Hill	U.S. Bureau of Land Management
EG&G	U.S. Department of Energy (DOE)
Federal Highway Administration	U.S. Department of Transportation
Fluor Hanford Federal Services	U.S. Department of Energy RMOTC
Hukari Technical Services Inc.	U.S. Geological Survey
Inland Northwest Research Alliance, Inc.	U.S. Fish and Wildlife Service
Louis Berger Group, Inc.	USA Repository, LLC
National Park Service	USDA Forest Service
NS Tech, LLC	USDA Forest Service Pacific Southwest Region
Nye County, Nevada	URS Corporation
Parsons Engineering Science, Inc.	Utility Mapping Services, Inc.
Raytheon	Veterans Administration
	Washington Group